

UMAR ZULFQAR

MARKETING OPERATIONS & DIGITAL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Results-driven Marketing Operations & Digital Marketing Specialist with 3+ years of experience managing and optimizing end-to-end campaign lifecycles, cross-functional processes, and digital systems. Proven expertise in balancing marketing complexities and maximizing operating efficiencies at scale using technology and data-driven solutions. Highly skilled in managing multiple stakeholders, driving multi-channel campaign execution, analyzing performance metrics, and meeting tight deadlines under pressure while seamlessly solving client disputes.

PROFESSIONAL EXPERIENCE

Marketing Operations & Digital Specialist — Medigrow.ae

Jun 2025 - Present | Remote

- **Campaign Execution & Lifecycle:** End-to-end planning, launch, and tracking of multi-channel direct marketing campaigns across Google Ads and Facebook Ads to accelerate time-to-market.
- **Operating Efficiencies:** Balanced shifting marketing complexities against budget constraints by optimizing bidding strategies and conversion tracking, significantly minimizing acquisition costs.
- **Stakeholder & Client Relations:** Managed expectations across multiple domestic and international stakeholders, resolving alignment disputes smoothly to ensure strategies delivered measurable results.
- **Data Analysis & Auditing:** Leveraged GA4 and Google Search Console to run deep performance analysis, continuously refining customer engagement metrics and technical SEO structures.

Digital Marketing & SEO Specialist — Web Style Club

Apr 2024 - Apr 2025 | Remote

- **Process & System Optimization:** Streamlined direct marketing workflows by aligning paid traffic initiatives with organic content marketing to improve overall operational effectiveness.
- **Deadline & Pressure Management:** Successfully met high-velocity deployment deadlines for diverse client portfolios, delivering detailed performance reports and content enhancements under tight schedules.
- **Growth Services:** Managed high-quality outreach and advanced competitive analytics to maximize local search visibility and track campaign lifecycle metrics.

SEO Executive — Uncodemy

Feb 2023 - Apr 2024 | Noida, India

- **Cross-Functional Collaboration:** Acted as a key stakeholder bridge between marketing and web development teams to resolve technical site errors, mobile usability issues, and system bottlenecks.
- **Performance Delivery:** Managed core landing page optimizations to drive measurable organic growth, consistently executing tasks under strict project timelines.

SEO Intern — Uncodemy

Jan 2023 - Feb 2023 | Noida, India

- Assisted in tracking primary keyword metrics, executing foundational on-page tasks, and building out performance insight reports for executive reviews.

CORE SKILLS

Marketing Operations	Campaign Lifecycle Management, Process Optimization, Resource Balancing, Budget Tracking, Stakeholder Management, Client Relations, Dispute Resolution, Operating Efficiency.
Performance Marketing	Google Ads (Search & Display), PPC Campaign Management, Paid Media Strategy, Facebook Ads, Audience Targeting, Bidding Strategies, ROI Optimization, Lead Generation.
SEO & Content	AEO (Answer Engine Optimization), GEO (Generative Engine Optimization) LLM Optimization, Technical SEO, On-Page & Off-Page SEO, Link Building, Keyword Strategy, Local SEO.
Analytics & Tools	GA4, Google Search Console, Google Ads Manager, Ahrefs, SEMrush, Screaming Frog, MS Excel, ChatGPT, WordPress, Basic HTML.

EDUCATION & QUALIFICATIONS

Bachelor of Computer Applications (BCA)

2022 - 2025

Diploma in Computer Science

2019 - 2022

CERTIFICATIONS & TRAINING

- Cloud Computing Course (Ongoing Online Learning)
- Advanced SEO & Digital Marketing Training
- SEMrush SEO Toolkit Certification
- Intro to Search Engine Optimization (SEO)
- Basic Programming in C Language